

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-19 (Canceled).

20 (Currently amended). A system for Internet advertising for use in a media capable of simultaneously maintaining a foreground window and at least one background window and capable of displaying plural browsers, each in a selective one of a said foreground window and a said background window, said browsers for selectively browsing the Internet, said system comprising:

(a) a media that interacts with a display device to display to a user at least one browser, each said at least one browser within a respective window and a script handler that invokes a post-session procedure in said media a first browser, said post-session procedure opening a second browser in a said background window while said first browser is simultaneously displayed in said foreground window, said first browser in said foreground window obscuring at least a portion of said second browser in said background window; and

(b) an event handler that receives from an Internet address, a link to an advertisement and loads said advertisement into said second browser while said second browser is in a said background window; wherein

(c) said event handler maintains said second browser in said background window until the occurrence of a user-initiated action made after said second browser is opened in said background window, said event handler being free from instructions capable of automatically, without user interaction, causing said second browser in said background window to replace said first browser as said foreground window such that said first browser is then maintained in a background window at least partially behind said second browser, during a time interval

beginning incrementally before said advertisement has completely finished loading in said second browser and ending at a time incrementally after a user action navigates said first browser to a different web site than that loaded in said first browser when said event handler received said advertisement said first browser is moved to a said background window and said second browser is moved to a said foreground window obscuring at least a portion of said first browser in response to a view triggering event.

21 (Previously presented). The system of claim 20 where said first browser completely obscures said second browser at a time prior to said view triggering event.

22 (Previously presented). The system of claim 21 where said second browser is opened in response to a load-triggering event that comprises at least one of:

- (a) clicking on an off-site link;
- (b) entering a new address;
- (c) refreshing a web site
- (d) exiting a web site; and
- (e) being redirected to a web site.

23 (Previously presented). The system of claim 20 where said script handler delays invocation of said post-session procedure for a predetermined time period.

24 (Previously presented). The system of claim 23 where said script handler cancels invocation of said post-session procedure if a user loads a new web site in said first browser before said predetermined time period has elapsed.

25 (Canceled).

26 (Previously Presented). The system of claim 20 including a focus timer that tracks the duration that said second browser is displayed in said foreground window.

27 (Previously presented). The system of claim 20 where said media comprises one of a computer, a PDA, a cell phone, and a television.

28 (Previously presented). The system of claim 20 where said event handler selects and returns one of a plurality of advertisements maintained at an Internet address.

29 (Previously presented). The system of claim 28 capable of opening a plurality of second browsers, each maintained in a separate said background window, said event handler capable of receiving a link to an advertisement for each said second browser and loading a respective said advertisement into each said second browser while each said second browser remains in its respective said background window.

30 (Currently amended). A post-session advertising method for use in a media capable of simultaneously maintaining at least one background window and a foreground window, and capable of displaying plural browsers, each in a selective one of a said foreground window and a said background window, said method comprising the steps of:

(a) embedding post-session instructions into a media that interacts with a display device to display to a user at least one browser, each said at least one browser within a respective window first browser displayed in a said foreground window;

(b) said post-session instructions opening a second browser in a said background window while said first browser is being displayed in said foreground window such that said first browser obscures at least a portion of said second browser;

- (c) said post-session instructions receiving a link to an advertisement;
- (d) loading said advertisement into said second browser while said second browser is in said background window; and
- (e) maintaining said second browser in said background window until the occurrence of a user-initiated action made after said second browser is opened in said background window, said post-session instructions being free from instructions capable of automatically, without user interaction, causing said second browser in said background window to replace said first browser as said foreground window such that said first browser is then maintained in a background window at least partially behind said second browser, during a time interval beginning incrementally before said advertisement has completely finished loading in said second browser and ending at a time incrementally after a user action navigates said first browser to a different web site than that displayed in said first browser when said advertisement began loading into said second browser moving said first browser to a said background window and moving said second browser to a said foreground window obscuring at least a portion of said first browser in response to a view triggering event.

31 (Previously presented). The method of claim 30 where said first browser completely obscures said second browser at a time prior to said view triggering event.

32 (Previously presented). The method of claim 30 where said second browser is opened in response to a load-triggering event that comprises at least one of:

- (a) clicking on an off-site link;
- (b) entering a new address;
- (c) refreshing a web site
- (d) exiting a web site; and
- (e) being redirected to a web site.

33 (Previously presented). The method of claim 30 where implementation of said post-session instructions is delayed for a predetermined time period.

34 (Previously presented). The method of claim 33 where implementation of said post-session instructions is canceled if a user loads a new web site in said first browser before said predetermined time period has elapsed.

35 (Canceled).

36 (Previously presented). The method of claim 35 including the step of tracking the duration that said second browser is displayed in said foreground window.

37 (Previously presented). The method of claim 30 where said media comprises one of a computer, a PDA, a cell phone, and a television.

38 (Previously presented). The method of claim 30 where an event handler selects and returns one of a plurality of advertisements maintained at an Internet address.

39 (Previously presented). The method of claim 38 where a plurality of second browsers are opened, each maintained in a separate said background window, and a link is received to an advertisement for each said second browser and a respective said advertisement being loaded into each said second browser while each said second browser remains in its respective said background window.

40 (Currently Amended). A system for Internet advertising for use in a media capable of simultaneously maintaining a foreground window and at least one background window and capable of displaying plural browsers, each in a selective one of a said foreground window and a said background window, said browsers for selectively browsing the Internet, said system comprising:

- (a) a media that interacts with a display device to display to a user at least one browser, each said at least one browser within a respective window, and a script handler that invokes post-session instructions in said media a first browser, said post-session procedure opening a second browser in a said background window while said first browser is simultaneously displayed in said foreground window;
- (b) an event handler that receives from an Internet address, a link to an advertisement and loads said advertisement into said second browser while said second browser is in a said background window such that said advertisement, when loaded, is at least partially obscured by said first browser; and wherein
- (c) said post session post-session instructions maintain said second browser in said background window until the occurrence of a user-initiated action made after said second browser is opened in said background window, said event handler being free from instructions capable of automatically, without user interaction, causing said second browser in said background window to replace said first browser as said foreground window such that said first browser is then maintained in a background window at least partially behind said second browser, during a time interval beginning incrementally before said advertisement has completely finished loading in said second browser and ending at a time incrementally after a user action navigates said first browser to a different web site than that loaded in said first browser when said event handler received said advertisement are free from instructions moving said second browser to a said foreground window that obscures any portion of said first browser.

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41 (Previously presented). The system of claim 40 wherein said advertisement is completely obscured by said first browser at a time immediately subsequent to said advertisement being completely loaded into said second browser.